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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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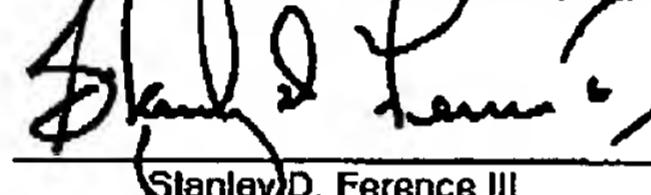
OCT 18 2006

In re Application of : Srinivasan et al.
Serial No. : 09/805,336 Examiner : J. Janvier
Filed : March 13, 2001 Art Unit : 3622
For : METHOD AND SYSTEM FOR CREATING AND
ADMINISTERING INTERNET MARKETING
PROMOTIONS

October 18, 2006

AMENDMENT

I hereby certify that this correspondence and any documents referred to as
enclosed therewith are being transmitted by facsimile to the Commissioner
of Patents on facsimile number (571) 273-8300 on October 18, 2006.

Stanley D. Ference III
Reg. No. 33,879

October 18, 2006

Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated April 18, 2006, kindly enter the following
amendments. The amendments find full support in the claims and/or specification as
originally filed.

Amendments to the Claims are reflected in the listing of claims which begins on
Page 2 of this paper.

Remarks begin on Page 6 of this paper.